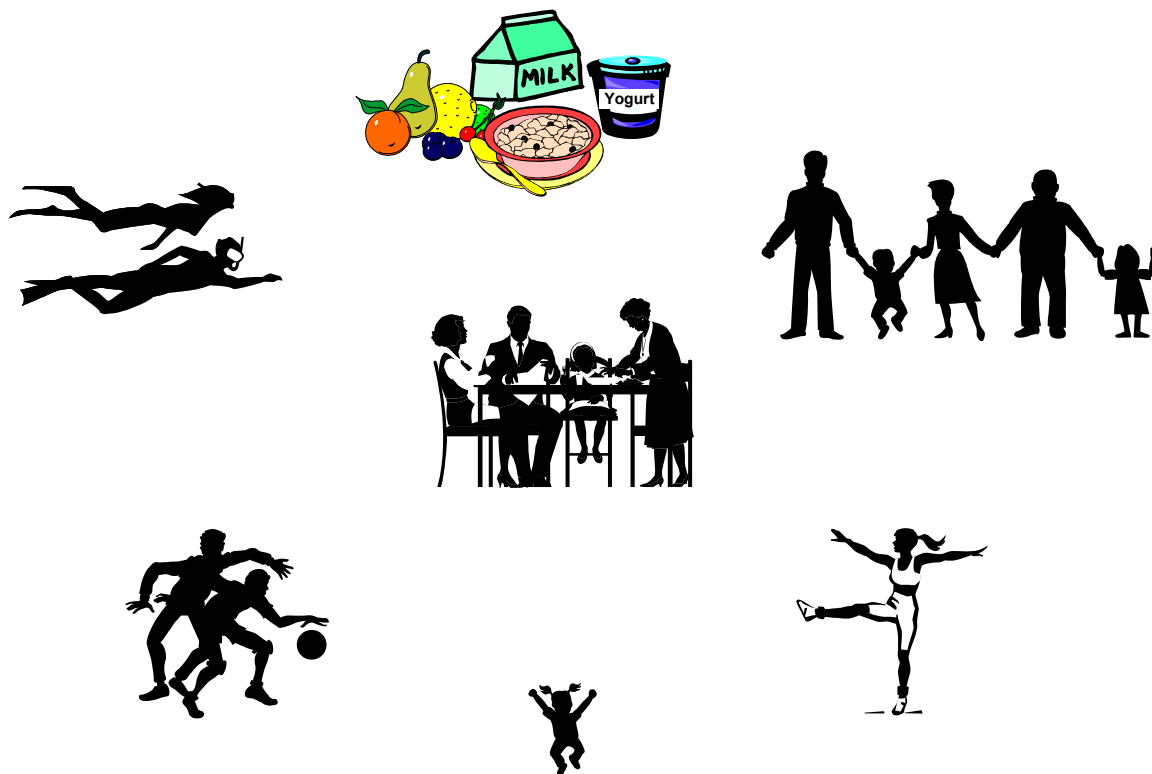


# **Nutrition, Physical Activity and Weight Programs for Children and Adolescents in the Rochester Community**



Principle Investigator: Stephen Cook, MD

Supported by:  
The University of Rochester Medical Center Project Believe  
AAP Center for Child Health Research  
Monroe County Department of Public Health  
June 2005

## BMI Guidelines

# News Release

## AAP WEIGHS IN ON PREVENTING CHILDHOOD OBESITY

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*Below is a news release on a policy statement published in the August issue of [Pediatrics](#), the peer-reviewed, scientific journal of the American Academy of Pediatrics (AAP).*

**For Release:** August 4, 2003, 12:01 am (ET)

CHICAGO - The dramatic increase in the prevalence of overweight children, and the associated health and financial burdens, are issues every pediatrician faces on a daily basis. A new policy from the American Academy of Pediatrics (AAP) entitled, "[Prevention of Pediatric Overweight and Obesity](#)" proposes strategies to foster prevention and early identification of overweight and obesity in children.

A primary diagnostic tool suggested by the AAP is body mass index (BMI), the ratio of weight to height. BMI is widely used to define overweight and obesity, and significant changes in a child's BMI should be recognized and addressed before the child becomes severely overweight. The policy points out that some parents may not recognize or accept the potential risk of their child being overweight. It also notes that anticipatory guidance or treatment intervention before obesity has become severe will likely be more successful.

According to the statement, the number of overweight and obese children has doubled in the last two decades. Currently, 15.3 percent of 6- to 11-year-olds and 15.5 percent of 12- to 19-year-olds are at or above the 95th percentile for BMI.

Recommendations in the policy include:

- Identify and track patients at risk by virtue of family history, birth weight, socioeconomic, ethnic, cultural or environmental factors
- Calculate and plot BMI once a year in all children and adolescents.
- Use change in BMI to identify rate of excessive weight gain relative to linear growth.
- Encourage, support and protect breastfeeding.
- Encourage parents and caregivers to promote healthy eating patterns.
- Routinely promote physical activity, including unstructured play.
- Recommend limitation of television and video time to a maximum of two hours per day.

The new policy advocates that pediatricians help parents, coaches and others who influence youth to discuss health habits, not body build, as part of their efforts to control overweight and obesity.

*EDITOR'S NOTE: The American Academy of Pediatrics is an organization of 57,000 primary care pediatricians, pediatric medical sub-specialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults.*

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**For Information on Places to Be Active in the Rochester Area – visit**

<http://www.BeActiveRochester.com>

**For information on local health insurance coverage of programs, visit the following:**

Excellus

[https://www.excellusbcbs.com/members/health\\_and\\_wellness/keeping\\_healthy/member\\_rewards.shtml](https://www.excellusbcbs.com/members/health_and_wellness/keeping_healthy/member_rewards.shtml)

Preferred Care

<http://preferredcare.org/healthandwellness/healthprograms.html>

<http://preferredcare.org/ourplans/communitydiscounts/communitydiscounts.html>

<b>Program Name</b>	<b>Don't Weight-Adolescent Weight Management</b>
<b>Address</b>	Rochester General Hospital Rochester, NY
<b>Phone Number</b>	585-922-LINK
<b>Contact Person</b>	Mary Lou Pulcino, PNP
<b>Program Cost</b>	\$120
<b>Insurance Accepted</b>	Blue Choice: \$110 Preferred Care: \$80 Preferred Care Option: \$0
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Diet, exercise and behavioral change.
<b>Length of Program</b>	12 weeks plus 3 month and 6 month follow-up
<b>When Offered</b>	Twice a year, January and September
<b>Personnel</b>	Nurse Practitioner and Registered Dietitian
<b>Eligibility Requirements</b>	Doctor's referral
<b>Who Can Participate</b>	10-14 years old, other demographics vary
<b>People Enrolled</b>	10-12 per group
<b>Enrollment Process</b>	Call ViaHealth at 922-LINK, they'll gather the names and then call back once a start date is established.
<b>Waiting Time</b>	Depending on when phone call is made; sessions start in January and September. If too many sign up there is a waiting list.
<b>Parental Involvement</b>	Parents attend 5 of the 12 classes and are encouraged to look over children's homework. Parents are present at the first class so they understand their responsibilities, they also attend a field trip to Wegman's to help educate them on healthy food purchasing.
<b>Location</b>	Maplewood YMCA, 25 Driving Park Ave, Rochester, NY 14613
<b>Success Rate</b>	BMI's are measured before, during and after the program. Generally 20-30% of participants show weight loss, while every participant identifies two behavioral changes.
<b>Time in Existence</b>	5+ Years
<b>Other Programs</b>	Strong
<b>Other Information</b>	Focusses a lot of behavior, and is based upon aspects of previously successful programs.

<b>Program Name</b>	<b>Nutrition Counseling at Lakeside Health System Family Wellness Center</b>
<b>Address</b>	156 West Avenue Brockport, NY 14420
<b>Phone Number</b>	585-395-6044
<b>Contact Person</b>	Bonnie Hewett, MSN, CDE
<b>Program Description</b>	Nutritional Counseling
<b>Program Cost</b>	\$75 initial; \$25 follow-up
<b>Insurance Accepted</b>	Varies
<b>Group or Individual</b>	Individual, Family
<b>Focus of the Program</b>	Balanced Nutrition, Exercise
<b>Length of Program</b>	Three one-hour sessions
<b>When Offered</b>	Year round weekdays and Saturdays
<b>Personnel</b>	Registered Dietitians
<b>Eligibility Requirements</b>	None
<b>Who Can Participate</b>	Anyone
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call 585-395-6044
<b>Waiting Time</b>	Varies
<b>Parental Involvement</b>	Parents encouraged to participate in sessions
<b>Location</b>	Lakeside Health System Family Wellness Center
<b>Success Rate</b>	
<b>Time in Existence</b>	17 Years
<b>Other Programs</b>	Call for other programs

<b>Program Name</b>	<b>Oak Orchard Community Health Center</b>
<b>Address</b>	300 West Avenue Brockport, NY 14420
<b>Phone Number</b>	585-637-3905
<b>Contact Person</b>	Mara Trojanski Barbara Bloenhauer
<b>Program Description</b>	Nutrition and Exercise individual counseling
<b>Program Cost</b>	\$35 for initial one hour visit \$15 for follow-up 15 minute visits
<b>Insurance Accepted</b>	Fidellis
<b>Group or Individual</b>	Individual
<b>Focus of the Program</b>	Making individual changes
<b>Length of Program</b>	As long as client wants to participate
<b>When Offered</b>	Continuously
<b>Personnel</b>	Registered Dietitian and Certified Health Education Specialist
<b>Eligibility Requirements</b>	
<b>Who Can Participate</b>	Anyone
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call for an appointment
<b>Waiting Time</b>	
<b>Parental Involvement</b>	Required
<b>Location</b>	Same as above  Also evening and early morning appointments available at the Albion office (585) 589-5613
<b>Success Rate</b>	Depends upon individual effort
<b>Time in Existence</b>	
<b>Other Programs</b>	
<b>Other Information</b>	

<b>Program Name</b>	<b>Raising a Good Eater</b>
<b>Address</b>	800 Carter Rochester, NY
<b>Phone Number</b>	585-336-4876
<b>Contact Person</b>	Betsy
<b>Program Cost</b>	\$86
<b>Insurance Accepted</b>	Blue Cross: \$20 co-payment Preferred Care: \$50 co-payment
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Good eating habits for children
<b>Length of Program</b>	4 weeks, 1 and 1/2 hours per week
<b>When Offered</b>	About once a year
<b>Personnel</b>	Run by nutritionists
<b>Eligibility Requirements</b>	No eligibility requirements
<b>Who Can Participate</b>	Varies
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call and register, they'll send a confirmation letter in the mail
<b>Waiting Time</b>	Generally none. No wait lists.
<b>Parental Involvement</b>	The program is for parents
<b>Location</b>	Locations in Perinton, Greece, Henrietta and Irondequoit. Call center for location during specific session.
<b>Success Rate</b>	Success rate is unknown
<b>Time in Existence</b>	At least a year
<b>Other Programs</b>	Raising Healthy Eater-Parents only
<b>Other Information</b>	

<b>Program Name</b>	<b>Shapedown® at the Diabetes, Nutrition and Weight Management Center of Unity Health System</b>
<b>Address</b>	<b>687 Lee Road Suite 160 Rochester, NY 14606</b>
<b>Phone Number</b>	<b>585-254-4152</b>
<b>Contact Person</b>	<b>Jean Bauch, RD, CDE</b>
<b>Program Description</b>	<p>The Shapedown Program® for children and teens has been successfully in use since 1978, treating the family system of the overweight child.</p> <p>Shapedown ® promotes successive changes in behavior, creating a new lifestyle for the child and family. It is a low-risk program that avoids aggressive or potentially harmful techniques such as very low calorie diets, yet does produce results.</p> <p>The Shapedown® program at Unity Health System is currently provided in a one-on-one format with the child and family members.</p>
<b>Program Cost</b>	\$86 initial visit, \$42 to \$21 for follow up visits.
<b>Insurance Accepted</b>	All insurances are accepted, specialist co-pay applies.
<b>Group or Individual</b>	Currently individual.
<b>Focus of the Program</b>	Developing improved family dynamics, activity, food choice, communication and lifestyle.
<b>Length of Program</b>	Individualized.
<b>When Offered</b>	Ongoing.
<b>Personnel</b>	Registered Dietitian, certified and licensed in Shapedown® program.
<b>Eligibility Requirements</b>	Physician referral.
<b>Who Can Participate</b>	Ages toddler through 18 years old.
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call 254-4152 for an appointment or more information.
<b>Waiting Time</b>	2 to 3 weeks.
<b>Parental Involvement</b>	Mandatory at all sessions.
<b>Location</b>	687 Lee Road (corner of Lee and Lexington directly off 390) Rochester, NY 14606
<b>Success Rate</b>	
<b>Time in Existence</b>	2 years at Unity Health. Program has been licensed since 1978.
<b>Other Programs</b>	For Adults - LEARN® behavior modification program for weight management, Mission:Nutrition! nutrition education program for weight management, Individualized weight management counseling.
<b>Other Information</b>	



<b>Program Name</b>	<b>Strong Healthy Families</b>
<b>Address</b>	255 Crittenden Boulevard Box SON Rochester, NY 14642
<b>Phone Number</b>	585-275-1630 585-275-4761
<b>Contact Person</b>	Nellie Wixom
<b>Program Cost</b>	\$900
<b>Insurance Accepted</b>	Currently PC and Blue Cross/Blue Shield covers 50% of the program cost.
<b>Group or Individual</b>	First the family members are seen individually; then all the participants come together for the classes. Follow-ups are done individually.
<b>Focus of the Program</b>	Nutrition, exercise, and behavior.
<b>Length of Program</b>	20 long. It consists of twenty weekly sessions.
<b>When Offered</b>	The program is started when 10 families have signed up.
<b>Personnel</b>	Registered dietitians, exercise physiologists, and social workers are all involved. The program is directed by Dr. Richard Kreipe.
<b>Eligibility Requirements</b>	Participants must be between 10 and 14 years of age and be screened for any developmental disorders.
<b>Who Can Participate</b>	Most of the participants are from the suburbs. The families are of mixed ethnic backgrounds.
<b>People Enrolled</b>	Twelve families are enrolled at one time.
<b>Enrollment Process</b>	The potential participants attend a free information orientation. After that they complete a questionnaire and the children undergo medical assessments.
<b>Waiting Time</b>	Varies. When ten slots in the program are filled, the program begins.
<b>Parental Involvement</b>	It is a requirement that at least one parent enroll with the child and attend the sessions with them.
<b>Location</b>	Held at Helen Wood Hall at the University of Rochester.
<b>Success Rate</b>	By the end of the program the children were eating more fruits and vegetables and participating in more physical activities. Weight loss and BMI were measured and improved, but no numbers are available.
<b>Time in Existence</b>	3 years.
<b>Other Programs</b>	There may be commercial programs, such as Weight Watchers and the YMCA, but none that take a more medical, comprehensive approach.
<b>Other Information</b>	

<b>Program Name</b>	<b>Strong Outpatient Pediatric Clinic</b>
<b>Address</b>	601 Elmwood Avenue Box 632 Rochester, NY 14642
<b>Phone Number</b>	585-275-3909
<b>Contact Person</b>	Bamini Pathmanathan
<b>Program Cost</b>	0
<b>Insurance Accepted</b>	Not applicable.
<b>Group or Individual</b>	Individual.
<b>Focus of the Program</b>	Focuses mainly on diet and exercise. They are taught how to make lifestyle changes, instead of counting calories and fat. They learn how to read food labels to see what they are eating.
<b>Length of Program</b>	On average the participants are seen for one to two months.
<b>When Offered</b>	All year long.
<b>Personnel</b>	Registered Dietitian
<b>Eligibility Requirements</b>	None
<b>Who Can Participate</b>	The participants are mostly city residents, with most children being about five to six years of age, although children as old as nineteen and twenty are seen.
<b>People Enrolled</b>	
<b>Enrollment Process</b>	None.
<b>Waiting Time</b>	None
<b>Parental Involvement</b>	Since the parents are really in control of how their children eat, they are also given advice on how to help their children eat more nutritiously.
<b>Location</b>	Strong Outpatient Pediatric Clinic.
<b>Success Rate</b>	There hasn't been much follow-up from the participants; success hasn't really been measured.
<b>Time in Existence</b>	Bamini has been counseling since September 2001.
<b>Other Programs</b>	No other programs like this one are known.
<b>Other Information</b>	This isn't really a weight reduction 'program', although obese patients are counseled.

<b>Program Name</b>	<b>Eat Smart NY Programs Cornell Cooperative Extension of Monroe County</b>
<b>Address</b>	249 Highland Ave. Rochester, NY 14620
<b>Phone Number</b>	585-461-1000 x 257
<b>Contact Person</b>	Dora Christian
<b>Program Description</b>	Healthy eating and exercise habits are promoted with individuals and families across the lifespan.
<b>Program Cost</b>	FREE
<b>Insurance Accepted</b>	None
<b>Group or Individual</b>	Both
<b>Focus of the Program</b>	Individuals will learn how to select healthier food choices, how to prepare foods, how to store foods safely and how to maximize their resources- stretching their food dollars.
<b>Length of Program</b>	One hour weekly sessions for 8 weeks or longer depending on the participant's progress.
<b>When Offered</b>	Day and evening classes are available. Limited weekend availability.
<b>Personnel</b>	Community Nutrition Educators
<b>Eligibility Requirements</b>	Must be a food stamp recipient or applicant. Can also work with low-income caregivers of young children that fall within 185% or less of the poverty level.
<b>Who Can Participate</b>	See above.
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call Dora Christian at 585-461-1000 x257 to set up classes.
<b>Waiting Time</b>	1-2 months.
<b>Parental Involvement</b>	Parent involvement is strongly desired.
<b>Location</b>	Participant's home, agency setting such as CCE or other mutually agreed upon location.
<b>Success Rate</b>	Pre and post evaluation data indicate a 75% improvement in behaviors that promote positive lifestyle habits.
<b>Time in Existence</b>	The Food Stamp Nutrition Education Program has been in existence for 6 years in NYS and is available at most CCE's across the state. The Expanded Food Nutrition Education Program has been available for the last 35 years in NYS and is also available in many CCE's across NYS.
<b>Other Programs</b>	4H Youth Development and School Age credentialing classes for daycare providers.
<b>Other Information</b>	Call Rachel Pickering for 4H programs at 585- 461-1000 x226.

<b>Program Name</b>	<b>YMCA of Greater Rochester</b> Fit for the Future
<b>Address</b>	444 East Main Street
<b>Phone Number</b>	585-263-3916
<b>Contact Person</b>	Laura Fasano
<b>Program Description</b>	CATCH-Coordinate Approach to Child Health- physical activity, health curriculum, and family involvement. Family Cooks Production: nutrition and cooking program to teach cooking skills and working with fresh ingredients
<b>Program Cost</b>	Varies by location
<b>Insurance Accepted</b>	No
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Increase moderate to vigorous physical activity. Hands on experience with fresh food and preparing recipes
<b>Length of Program</b>	School year
<b>When Offered</b>	CATCH-everyday Family Cooks- once a week for 15 weeks
<b>Personnel</b>	School Age Child Care Staff
<b>Eligibility Requirements</b>	
<b>Who Can Participate</b>	Any child registered for YMCA After School Child Care
<b>People Enrolled</b>	1,500
<b>Enrollment Process</b>	Contact local YMCA
<b>Waiting Time</b>	
<b>Parental Involvement</b>	CATCH-home team activities- assignments that are done as a family and families have a scorecard to earn points. Family Cooks-Parents are involved in 4 family night programs
<b>Location</b>	40 sites throughout the county
<b>Success Rate</b>	In pilot program Jan.-June 2004, increased Moderate to Vigorous PA from 40% to 59%. Increase scores on Health Behavior Questionnaire. Increased family involvement in family nights from 27%-43%.
<b>Time in Existence</b>	8 months
<b>Other Programs</b>	
<b>Other Information</b>	

## KIDS CAFE AFFILIATED PROGRAMS, FOODLINK, INC.

Free nutritious meals and other activities are provided to children and youth at sites listed below and on the following page.

<b>Program Name</b>	<b>Youth Nutrition at Cameron Community Ministries</b>
<b>Address</b>	48 Cameron Street Rochester, NY
<b>Phone Number</b>	585-254-2697
<b>Contact Person</b>	Karin
<b>Program Cost</b>	none
<b>Focus of the Program</b>	Nutritious Meal, nutrition education, socialization
<b>When Offered</b>	Monday – Thursday, Year-round except for school holidays
<b>Personnel</b>	Staff and volunteers
<b>Eligibility Requirements</b>	Ages 4-18
<b>Who Can Participate</b>	Open to all youth in age range
<b>People Enrolled</b>	Varies
<b>Enrollment Process</b>	Walk in or call
<b>Waiting Time</b>	None

<b>Program Name</b>	<b>Youth Nutrition at Grace United Methodist Church</b>
<b>Address</b>	121 Driving Park Rochester, NY
<b>Phone Number</b>	585-458-5927 x 102
<b>Contact Person</b>	Lesley
<b>Program Cost</b>	None
<b>Focus of the Program</b>	Nutritious Meal, nutrition education, computer classes, after school education and social support programs
<b>When Offered</b>	Monday – Friday, Year-round except for school holidays
<b>Personnel</b>	Staff and volunteers
<b>Eligibility Requirements</b>	Ages 4-18
<b>Who Can Participate</b>	Open to all youth in age range
<b>People Enrolled</b>	Varies
<b>Enrollment Process</b>	Walk in or call
<b>Waiting Time</b>	None

## **KIDS CAFE AFFILIATED PROGRAMS, FOODLINK, INC.**

**City Recreation Centers-** the following centers offer both a free nutritious meal and a variety of low or no cost physical activity programs year round for children and youth ages 6-18 years old.

<b>Center</b>	<b>Address</b>	<b>Contact</b>	<b>Telephone</b>
<b>Adams St Center</b>	85 Adams St	Mike Porter	428-7266
<b>Avenue D Center</b>	200 Ave D	Tina Langston	428-7934
<b>Edgerton Center</b>	41 Backus St	Annie Pride	428-6769
<b>Carter St Center</b>	500 Carter St	Chuck Stechna	428-7890
<b>North St Center</b>	700 North St	Liz Torres	428-7149
<b>Campbell St Center</b>	524 Campbell St	Carl Diliberto	428-7860
<b>South Ave Community Center</b>	999 South Ave	Lavette Gunner	428-6015
<b>Flint Street Center</b>	271 Flint St	Wayne Forella	428-7001
<b>Webster Center</b>	530 Webster Ave	Rick Mercandetti	428-7828

**Rochester After School Academy** – the following schools offer a nutritious meal, supervised physical, educational and social activities at no cost.

<b>Center</b>	<b>Address</b>	<b>Contact</b>	<b>Telephone</b>
<b>Clara Barton #2</b>	190 Reynolds St	Heather Mangone	324-5511
<b>Douglass MS</b>	940 Fernwood Pk	Julie Christianson	482-2000
<b>Edison Complex</b>	655 Colfax St	Diana Santiago	647-2200x2180
<b>Monroe HS RASA</b>	164 Alexander St	Rich Paufler	232-1530x6284
<b>School #28/ Humboldt</b>	450 Humboldt St	Michelle Benham	482-4836x1161
<b>School #39</b>	145 Midland Ave	Brad Hurst	467-8816
<b>Marshall HS</b>	180 Ridgeway Ave	Jacquelyn Olivier	458-2110

**City Schools** (After school programs) the following sites offer a free nutritious meal and free or low cost supervised physical, educational and social activities.

<b>Center</b>	<b>Address</b>	<b>Contact</b>	<b>Telephone</b>
<b>School #17</b>	158 Orchard St	Joyce McKay	436-2560x2150
<b>School #22</b>	27 Zimbrich	Dwight Graves	467-7160x1070
<b>School #9 Project Base</b>	485 N Clinton Ave	Crystal Clark	325-4910, x 140
<b>School #22 Annex</b>	1069 Joseph Ave	Darlene Bullock	336-8008

**Other Centers** - the following offer a free nutritious meal and variety of free or low cost physical activity programs throughout the year to children and youth ages 6-18 years old.

<b>Center</b>	<b>Address</b>	<b>Telephone</b>
<b>Salvation Army - Temple</b>	915 North Clinton Ave, Rochester	987-9540
<b>Salvation Army - West</b>	100 West Ave, Rochester	527-9566
<b>Salvation Army - Canandaigua</b>	110 Saltonstall St, Canandaigua	394-6968
<b>Salvation Army - Wellsville</b>	25 East Pearl St, Wellsville	593-2640
<b>Boys and Girls Club of Rochester</b>	500 Genesee Street	328-3077
<b>St. Peters Church – Geneva</b>	149 Genesee St, Geneva	315-789-4910

## Monroe County Town Recreation Programs

Most have brochures online.

Town of Brighton	784-5260	<a href="http://www.townofbrighton.org">www.townofbrighton.org</a>
Chili	889-4680	
Clarkson	431-0090	<a href="http://www.townofsweden.org">www.townofsweden.org</a>
Gates	426-1670	<a href="http://www.townofgates.org">www.townofgates.org</a>
Greece	723-2425	<a href="http://www.greecenyny.gov">www.greecenyny.gov</a>
Hamlin	964-7222	<a href="http://www.hamlinny.org">www.hamlinny.org</a>
Henrietta	359-2540	<a href="http://www.townofhenrietta.org">www.townofhenrietta.org</a>
Irondequoit	336-6070	<a href="http://www.irondequoit.org">www.irondequoit.org</a>
Ogden	352-2124	<a href="http://www.ogdenny.com">www.ogdenny.com</a>
Parma	392-9030	<a href="http://www.parmany.org">www.parmany.org</a>
Penfield	340-8655	<a href="http://www.penfield.org">www.penfield.org</a>
Perinton	223-5050	<a href="http://www.perinton.org">www.perinton.org</a>
Pittsford	248-6280	<a href="http://www.townofpittsford.com">www.townofpittsford.com</a>
Riga	293-0979	<a href="http://www.townofriga.org">www.townofriga.org</a>
Rush	533-2340	<a href="http://www.rushconnections.com">www.rushconnections.com</a>
Sweden	431-0090	<a href="http://www.townofsweden.org">www.townofsweden.org</a>
Webster	872-2911	<a href="http://www.ci.webster.ny.us">www.ci.webster.ny.us</a>

## City of Rochester, Recreation Centers

To get detailed information about types of activities available go to

<http://www.ci.rochester.ny.us/prhs/recreation/index.cfm>

<b>City Recreation Centers</b>		
#16 School Recreation Center	321 Post Ave.	(585) 428-7001
#17 School Recreation Center	158 Orchard St.	(585) 428-7248
#42 School Recreation Center	3330 Lake Ave.	(585) 428-7829
#43 School Recreation Center	1305 Lyell Ave.	(585) 428-7212
#46 School Recreation Center	250 Newcastle Rd.	(585) 428-7294
#52 School Recreation Center	100 Farmington Rd.	(585) 428-7294
Adams St. Community Center	85 Adams St.	(585) 428-7266
Adams St. Community Center Pool	85 Adams St.	(585) 428-7456
Avenue D Community Center	200 Avenue D	(585) 428-7934
Campbell St. Community Center	524 Campbell St.	(585) 428-7860
Carter St. Community Center	500 Carter St.	(585) 428-7890
Charlotte High School	4115 Lake Ave.	(585) 428-7639
Clinton-Baden Community Center	485 N. Clinton Ave	
Cobbs Hill Recreation Center	100 Norris Dr.	(585) 428-6909
Danforth Community Center	200 West Ave.	(585) 428-6746
East High School Recreation Center	1801 E. Main St.	(585) 428-7832
Edgerton Community Center	41 Backus St.	(585) 428-6769
Field St. Recreation Center	194 Field St.	(585) 428-7362
Flint St. Community Center	271 Flint St.	(585) 428-7001
Freddie Thomas Learning Center Pool	630 Scio St.	(585) 428-6755
Frederick Douglass Middle School Pool	940 Fernwood Pk.	(585) 428-6755
Gardiner Recreation Center	75 Grover St.	(585) 428-7827
Genesee Valley Park Complex	131 Elmwood Ave.	(585) 428-7889
Humboldt Recreation Center	1045 Atlantic Ave.	(585) 428-7294
Jefferson High School Gym	1 Edgerton Park	
Jefferson High School Pool	1 Edgerton Park	(585) 428-6769
John Marshall High School Pool	180 Ridgeway Ave.	(585) 428-6755



<b>City Recreation Centers (continued)</b>		
LaGrange Recreation Center	455 LaGrange Ave.	(585) 428-7639
Manhattan Square Park Ice Rink	353 Court St.	(585) 428-7541
Monroe Middle School Pool	164 Alexander St.	(585) 428-6755
North St. Community Center	700 North St.	(585) 428-7149
Norton Village Recreation Center	350 Waring Rd.	(585) 428-7830
Pierpont Recreation Center	219 Pierpont St.	(585) 428-6859
River Commons Recreation Center	185 Mt. Hope Ave.	(585) 428-7321
South Ave. Community Center	999 South Ave.	(585) 428-6015
Southwest Community Center	275 Bronson Ave.	(585) 436-8201
St. Monica's Recreation Center	841 Genesee St.	(585) 428-7001
Webster Ave. Community Center	530 Webster Ave.	(585) 428-7828

<b>Program Name</b>	<b>Sweden Clarkson Recreation Center</b>
<b>Address</b>	4927 Lake Road Brockport, NY 14420
<b>Phone Number</b>	585-431-0090
<b>Contact Person</b>	David Scott, Director 585-431-0050
<b>Program Description</b>	Pre-school programs; Before and after school programs; summer programs; youth and adult programs. Tumbling, basketball, football, soccer, baseball, Lacrosse, fitness classes, jazzercise Jr.
<b>Program Cost</b>	Some free activities. Varies. Reasonable membership and program fees.
<b>Insurance Accepted</b>	No.
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Fitness
<b>Length of Program</b>	Varies
<b>When Offered</b>	Daily
<b>Personnel</b>	
<b>Eligibility Requirements</b>	None
<b>Who Can Participate</b>	Children of all ages, adults, seniors
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Register by phone or in person
<b>Waiting Time</b>	None
<b>Parental Involvement</b>	In some programs for children
<b>Location</b>	Brockport, NY
<b>Success Rate</b>	
<b>Time in Existence</b>	
<b>Other Programs</b>	GYM open for free walking when not in use for other activities.
<b>Other Information</b>	Focus on youth programs. Cooperative programs with other community organizations.

<b>Program Name</b>	<b>Junior Jazzercise</b>
<b>Address</b>	3240 Chili Avenue Rochester, NY 14624
<b>Phone Number</b>	889-8866
<b>Contact Person</b>	Mary Wing
<b>Program Cost</b>	\$36
<b>Insurance Accepted</b>	N/A
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Exercise
<b>Length of Program</b>	6 weeks, 1 session a week
<b>When Offered</b>	6 times a year and summer camp
<b>Personnel</b>	Jazzercise instructors
<b>Eligibility Requirements</b>	age 6-13
<b>Who Can Participate</b>	Varies
<b>People Enrolled</b>	Varies, about 28
<b>Enrollment Process</b>	Call and fill out brief form
<b>Waiting Time</b>	None
<b>Parental Involvement</b>	Just as spectators
<b>Location</b>	Same as above
<b>Success Rate</b>	Junior Jazzercise doesn't focus on monitoring the kids, rather on getting them interested in exercise. Success is therefore monitored primarily through enthusiasm and participation, and Junior Jazzercise is "very successful".
<b>Time in Existence</b>	4 years
<b>Other Programs</b>	N/A
<b>Other Information</b>	There is some focus on good eating habits as well as physiology.

<b>Program Name</b>	<b>Junior Jazzercise - Sweden</b>
<b>Address</b>	Sweden Clarkson Recreation Center 4927 Lake Road Brockport, NY 14420
<b>Phone Number</b>	585-431-0090
<b>Contact Person</b>	Sue Wescott 585-352-7700
<b>Program Description</b>	Exercise/physical movement through specially choreographed age-appropriate routines to today's music.
<b>Program Cost</b>	\$36.00
<b>Insurance Accepted</b>	N/A
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Teaches coordination, strength, endurance, nutrition and importance of physical fitness.
<b>Length of Program</b>	Six weeks, one session per week.
<b>When Offered</b>	Call for new classes.
<b>Personnel</b>	Jazzercise Instructors
<b>Eligibility Requirements</b>	Ages 4-13
<b>Who Can Participate</b>	Varies
<b>People Enrolled</b>	Varies
<b>Enrollment Process</b>	Call and fill out brief form
<b>Waiting Time</b>	None
<b>Parental Involvement</b>	Spectators
<b>Location</b>	Sweden Clarkson Recreation Center
<b>Success Rate</b>	
<b>Time in Existence</b>	2 years
<b>Other Programs</b>	N/A
<b>Other Information</b>	School Bus transportation provided from Brockport Central Schools. If participant in

<b>Program Name</b>	<b>Soul Fitness Free Community Exercise Program</b>
<b>Address</b>	P.O. Box 31724 Rochester, NY 14603
<b>Phone Number</b>	(585) 234-0647
<b>Contact Person</b>	Ms. Tee
<b>Program Description</b>	Low-impact group exercise class that includes aerobic movement, flexibility, and muscle conditioning
<b>Program Cost</b>	Free
<b>Insurance Accepted</b>	
<b>Group or Individual</b>	Community program; small group or individual appointments available(fee does apply)
<b>Focus of the Program</b>	Daily exercise and nutrition information
<b>Length of Program</b>	Year round
<b>When Offered</b>	Fall, Winter, Summer
<b>Personnel</b>	
<b>Eligibility Requirements</b>	
<b>Who Can Participate</b>	Children, adults
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Sign waiver
<b>Waiting Time</b>	
<b>Parental Involvement</b>	Encouraged and welcomed
<b>Location</b>	Sites vary; call for schedule
<b>Success Rate</b>	Varies
<b>Time in Existence</b>	3 years
<b>Other Programs</b>	Elite Flyers Track Club Personal Exercise Program 100 Women Walking Around the World
<b>Other Information</b>	

<b>Program Name</b>	<b>Walk! Bike! Brockport Action Group</b>
<b>Address</b>	Village of Brockport, Brockport, NY 14420
<b>Phone Number</b>	585-637-4929
<b>Contact Person</b>	Joan Fenton
<b>Program Description</b>	Improving physical environment for walking & biking. Walking/biking trail maps. Focus group on childhood obesity. Public education programs.
<b>Program Cost</b>	Free
<b>Insurance Accepted</b>	N/A
<b>Group or Individual</b>	Group
<b>Focus of the Program</b>	Improving fitness in the community. Promoting safe and enjoyable walking and biking.
<b>Length of Program</b>	Varies
<b>When Offered</b>	Varies
<b>Personnel</b>	
<b>Eligibility Requirements</b>	
<b>Who Can Participate</b>	Adults and children in the Brockport area.
<b>People Enrolled</b>	
<b>Enrollment Process</b>	
<b>Waiting Time</b>	
<b>Parental Involvement</b>	In all activities.
<b>Location</b>	Brockport, NY
<b>Success Rate</b>	
<b>Time in Existence</b>	3 years
<b>Other Programs</b>	Poster Contest in Schools. Tour de Brockport. Make a difference Day. Walktoberfest.
<b>Other Information</b>	Future activities being planned.

<b>Program Name</b>	<b>L.A. Weightloss</b>
<b>Address</b>	Jay Scutti Plaza South 1000 Hylan Drive Rochester, NY 14623
<b>Phone Number</b>	800-331-4035
<b>Contact Person</b>	All Staff
<b>Program Cost</b>	Depends on the individual. \$7 a week, length of program is determined at start, it is NOT pay as you go.
<b>Insurance Accepted</b>	Depends on individual, sometimes is tax deductible.
<b>Group or Individual</b>	Individual program
<b>Focus of the Program</b>	Nutrition. Any exercise is entirely up to participant.
<b>Length of Program</b>	However long it takes to see results.
<b>When Offered</b>	All the time
<b>Personnel</b>	Programs are devised by doctors and dieticians, employees at L.A. Weightloss must be trained and be thoroughly knowledgeable about the program before they begin.
<b>Eligibility Requirements</b>	Can't accept brittle diabetics, recent heart attack sufferers. Children 13 and under need a doctor's referral.
<b>Who Can Participate</b>	All clients determined to be medically eligible
<b>People Enrolled</b>	
<b>Enrollment Process</b>	Call and schedule a consultation. Participants fill out a questionnaire and it is determined during the individual interview what the program will entail and how long it will run.
<b>Waiting Time</b>	For 13 and under just until doctor's referral is confirmed.
<b>Parental Involvement</b>	17 and under require parental consent and signature, and kids are welcome to bring their parents along.
<b>Location</b>	Same as above although centers also exist in Fairport, Webster and Greece.
<b>Success Rate</b>	About 100% success if program is followed. L.A. Weightloss offers a rebate program in which a participant receives half their money back if they keep the weight off for a year. This puts the success rate after a year at about 75-80%.
<b>Time in Existence</b>	L.A. Weightloss founded in '89, Rochester center opened in mid-nineties.
<b>Other Programs</b>	

<b>Program Name</b>	<b>Nutri/System</b>
<b>Address</b>	1425 Jefferson Road Rochester, NY 14623
<b>Phone Number</b>	585-292-1450
<b>Contact Person</b>	Diane Balcom
<b>Program Cost</b>	The program costs \$279.46 per 4 weeks.
<b>Insurance Accepted</b>	It is not directly covered by insurance. Some participants submit claims to their insurance companies for reimbursement.
<b>Group or Individual</b>	It is an individual program.
<b>Focus of the Program</b>	To lose approximately 2-3 pounds weekly. Program supplies breakfast, lunch, dinner and snack.
<b>Length of Program</b>	The length of the program depends on how much weight needs to be lost.
<b>When Offered</b>	It is offered all year long.
<b>Personnel</b>	One on one counseling
<b>Eligibility Requirements</b>	No one with major heart problems can participate.
<b>Who Can Participate</b>	The demographics vary.
<b>People Enrolled</b>	The number of people enrolled varies. It is highest in the winter and around the holidays and lower in the summer. It ranges from about forty to one hundred people.  No program fees or contracts to sign
<b>Enrollment Process</b>	Done over the phone.
<b>Waiting Time</b>	Participants can begin right away.
<b>Parental Involvement</b>	Parents are definitely involved in the program.
<b>Location</b>	Call for information
<b>Success Rate</b>	Success is measured in weight and inches lost. There are no numbers on the success rate of the program.
<b>Time in Existence</b>	At least 23
<b>Other Programs</b>	
<b>Other Information</b>	Often run specials. Need to call about monthly specials



<b>Program Name</b>	<b>Slender Center</b>
<b>Address</b>	3300 Monroe Ave. Rochester, NY 14618
<b>Phone Number</b>	585-381-6320 585-225-0210
<b>Contact Person</b>	Terri Malone
<b>Program Cost</b>	The cost of the program varies, but on average it costs about \$20 per week. An eight-week program costs \$149.
<b>Insurance Accepted</b>	Preferred Care Health Dollars (\$50) towards the program, most flexible spending accounts.
<b>Group or Individual</b>	Individual.
<b>Focus of the Program</b>	Focuses on nutritional education (finding a food plan that works for one's lifestyle) and behavioral modification and motivation.
<b>Length of Program</b>	Participants choose how long they remain in the program.
<b>When Offered</b>	All year long.
<b>Personnel</b>	The owner of Slender Center is certified by the American Council of Exercise, a national organization which requires members to take courses and exams to keep their certification. There is an RN on the staff. Most of the staff members have experienced weight loss themselves.
<b>Eligibility Requirements</b>	Candidates are screened to ensure that there really is a need for weight loss. Candidates must have reached puberty.
<b>Who Can Participate</b>	The program is only for adolescents who have reached puberty. Most participants are from the suburbs, and nearly 90% of the participants are Caucasian.
<b>People Enrolled</b>	Varies
<b>Enrollment Process</b>	Candidates receive one free visit where they are screened and given information about the program.
<b>Waiting Time</b>	None.
<b>Parental Involvement</b>	Parents are usually involved. They bring the adolescents in and can either sit in on the entire session or wait until the end, when they are brought in for the end of a session to go over what was discussed.
<b>Location</b>	They are located in Pittsford and Greece.
<b>Success Rate</b>	Eight years ago they conducted an extensive survey of past participants. When they asked the participants if they had kept the weight off (within a ten-pound range) for three years or more, 88% of the participants responded they had.
<b>Time in Existence</b>	The program has been in existence for 18 years.
<b>Other Information</b>	The owner thinks her program is unique and effective because it is one-on-one and consists of ongoing sessions Will send brochures to MD's on request.

## **Frontier Telephone of Rochester Lifeline Telephone Service Discount**

Telephone service discounts are available to NYS residents who have received benefits during the past year under any of the following programs: Temporary Assistance (TANF), Food Stamps, HEAP, Medicaid, Safety Net, or SSI. For information or applications, call **777-5777**.

## **Growing Up Healthy Hotline**

Sponsored by the NYS Department of Health, this information and referral service provides referrals to the following services: farmers market locations, prenatal care, pregnancy testing, immunizations, WIC, PCAP, Food Stamps, Child Health Plus, Medicaid and Summer Meals. Spanish-speaking operators are available. Call **1-800-522-5006**, 24 hours a day, seven days per week.

## **Health Insurance**

Facilitated enrollers located throughout the community can prescreen families for Medicaid, Child Health Plus and Family Health Plus. Enrollers can also help families fill out applications. Call **613-7662** or the NYS hotline at **1-800-698-4543 (1-877-989-5849 TTY)** for information.

Anyone receiving TANF, Safety Net, or SSI automatically receives Medicaid (MA). Working parents who recently stopped receiving TANF may be able to get MA for up to 12 months after they last received cash assistance. Other adults who meet income & resource guidelines may receive MA or Family Health Plus. MA and Family Health Plus applications are available at either MCDHS office or call **292-3960**. Completed applications can be dropped off at either DHS office.

If your income is too high for MA or Family Health Plus, ValuMed is available to those 19 and over who meet income guidelines. Call BC/BS at **325-3630** or **1-800-847-1200**.

## **Home Energy Assistance Program (HEAP)**

HEAP helps limited-income households with their energy bills. Households under 60 not receiving TANF or Food Stamps can contact ABC at **442-4167**. Households 60 & over should contact the HEAP office at **274-6477**. Those who receive termination notices should contact their TANF or Food Stamp examiner if receiving assistance or call MCDHS for an appointment at **292-3960**.

## **LIFE LINE**

For information on other services not listed in this brochure, call **(585) 275-5151**. Operators are available 24 hours a day, 7 days a week. Spanish-speaking staff is available. TDD **(585) 275-2700**. The toll-free number is **1-800-310-1160**.

## **Transitional Benefits**

Households that have been on TANF through MCDHS and have had their case closed due to earnings or securing employment, may be eligible for transitional child care or continued MA and/or Food Stamp benefits. For Child Care, Medicaid, or Food Stamp questions, individuals should call their MCDHS examiner.

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For further information, or for any additions or corrections to this resource guide, contact the YWCA Nutrition Outreach Project at **(585) 325-1440** or [ssegelman@ywcarochester.org](mailto:ssegelman@ywcarochester.org).

This is an equal opportunity program. If you believe you have been discriminated against because of race, color, national origin, age, sex, handicap, political beliefs or religion, write immediately to the Secretary of Agriculture, Washington, D.C. 20250.

Prepared by a project of the Nutrition Consortium of NYS. Funding provided by the New York State Department of Health, Office of Temporary and Disability Assistance, and USDA/FNS. Revised February 2005.

# **Stretching Your Dollars...**

## **Monroe County Resources for Food, Health & Help**

# **2005**



*Renewing Women. Rebuilding Lives*

# FOOD PROGRAMS

## Community Nutrition Education Program (CNEP)

This program helps you make healthier food choices. Fun activities are part of the learning process. There is no cost to participate. Call Cornell Cooperative Extension at **461-1000 ext. 257**.

## Community Supported Agriculture (CSA)

CSA is a partnership between consumers and farmers. Consumers (shareholders) provide a guaranteed market and income, as well as some work on the farm during the farming season. Farmers provide weekly shares of fresh, organic vegetables, fruits and herbs. Call Politics of Food at **232-1463** for more information.

## Emergency Food

For the names and phone numbers of nearby food pantries and soup kitchens, call LIFE LINE at **275-5151** or **211**.

## Farmers Markets

There are over 10 locations where farmers sell fresh fruits, vegetables and other items directly to the public. Some farmers accept EBT cards & WIC farmers market coupons. Call **1-800-522-5006** for locations.

## Food Stamps

Food Stamps help limited-income families buy food. Food Stamp recipients receive their Food Stamp benefits electronically. Households must meet resource and income guidelines. To find out if you may be eligible, call the YWCA Nutrition Outreach Project at **325-1440**. Applications can be requested from the YWCA Nutrition Outreach Project or the Monroe County Department of Human Services (MCDHS) at **292-3960**. Applications can also be picked up at a MCDHS office: 691 St. Paul Street or 111 Westfall Road.

## Kids Café

Kids Cafes provide free, nutritious meals to children aged 18 and younger. To find the nearest location, call FOODLINK at **328-3380 ext. 148**.

## Lunch Club 60

People aged 60 and older, and their spouses of any age, can receive nutritious hot meals at 30 locations throughout Monroe County. There is a suggested donation of \$2 per meal at most sites, \$3 at Monroe Community Hospital's Canal Stop and \$4 at Supper Club 60. Transportation can be arranged at some locations for a suggested donation of \$1 per day. Call the Monroe County Office for the Aging at **274-6280**.

## Meals on Wheels

Meals on Wheels delivers meals to people who have difficulty shopping and cooking for themselves. Anyone over age 18 who lives alone, or with someone who cannot shop or cook is eligible. Meals are available at a reduced cost for people who meet other requirements. Call Visiting Nurse Service – Meals on Wheels at **787-8397**, for more information.

## School Meals

All public schools and some private schools offer lunch. Many also provide breakfast. To find out how to apply for free or reduced priced meals, call your school district food service office or building principal.

## Summer Meals Program

Free breakfast and lunch is served to children 18 years of age and younger during late June, July and August throughout the city of Rochester and in limited suburban locations. Call the YWCA Nutrition Outreach Project at **325-1440** for locations and times.

## WIC Program

WIC is a supplemental food program for pregnant and nursing Women, Infants and Children. Participants receive

nutrition counseling and checks for nutritious foods. To find out if you are eligible and make an appointment, call one of these agencies: Finger Lakes WIC, **394-9240**; Jordan Healthlink WIC, **454-2630**; Monroe County Health Department WIC, **464-6486**; or Oak Orchard Health Center WIC, **637-8809**.

## OTHER PROGRAMS/SERVICES

### ABC Headstart

ABC Headstart is a comprehensive, family-focused Early Childhood development program that serves children ages 3-5. Infants, toddlers to age 3, and pregnant women are served in the Early Head Start Program. Head Start provides a full range of services including health, mental health, nutrition, social services, and parent involvement. Part-day and full-day classes are offered. No fee. Call ABC at **325-5116**.

### Affordable Health Line

Call **328-7000** for help locating health care, mental health and drug & alcohol abuse services, health insurance or setting up a health center visit.

### Child Care Council, Inc.

The Council provides information on the availability of child care subsidies, consultation on how to select child care, information about accredited programs, and free referrals at **654-4720**. The Council also offers a variety of courses. Call **654-4720** to request the professional development course catalog.

### Earned Income Credit (EIC)

The EIC is a special tax benefit for workers. If your total household income is under \$35,000, you may be eligible. To find out if you are eligible and how to apply, call the Internal Revenue Service at **1-800-829-1040**. To have your tax return done for free, call the CASH Hotline at **242-6485**. CASH Tax sites are located throughout Rochester and are open between January – April